2019 EVENT PROPOSAL
“TO PROVIDE THE OPPORTUNITY FOR AUSTRALIAN AMATEUR SURFERS TO COMPETE FOR A NATIONAL TITLE”
— PURPOSE
2018 EVENTS HIGHLIGHTS IN TWEED

- 432 Competitors
- 487 Total Social & Online Media Hits
- 32,300+ Total Wrap Clip Views
- 133,000+ Total Social Media Reach
- $159,000+ Total Media Value
- 17,000,000+ Total Online Media Reach
The Australian Surf Championships combines 5 National Titles over an 18 day period:
- Australian Surfmasters Titles
- Australian Longboard Titles
- Australian Bodyboard Titles
- Australian Logger Titles
- Australian Adaptive Titles (new to event)

ABOUT THE EVENT

The Australian Surf Championships (formerly Australian Surf Festival) started in 1963 and is the longest running surf event in Australian history incorporating over 500 surfers between 16-60 years of age. For the last two years, the event has run in the Tweed Shire.
NATIONAL TITLES

A national junior competition series for 5-12 year olds.
Incorporating our foundation initiative, which creates the opportunity for Australian kids to surf for life.

A national junior competition series to cater for micro groms from Under 8 through to Under 14.

State Junior Surfing Titles for 6 States including 18 events from Under 14 through to Under 18 Boys and Girls.
Selection event for Surf Dive ‘n’ Ski Australian Junior Surfing Titles.

A nationwide, 3-event junior surfing series for surfers between the ages of 14 years - 18 years.
Sanctioned by World Surf League.

National Boardriders Club competition series to promote clubs and build capacity in clubs.
Offers $106,000 cash and prizes.
Sanctioned by World Surf League.

Surf Dive ‘n’ Ski Australian Junior Surfing Titles
Australian Surf Festival including: Open Longboard - Bodyboard - Surf Masters
Australian SUP Titles
nude Australian Adaptive Surfing Titles
Australian Indigenous Surfing Titles

NATIONAL TEAMS

Australian Olympic Squad
Woolworths Australian Junior Team
Open Masters SUP
Longboard Bodyboard Adaptive

State of the art high performance training facility designed for Australia’s elite surfing talent and supported by the Australian Institute of Sport (AIS).
The HPC also offers programs for recreational surfers.

Held annually to preserve the history of Australian surfing and honour its great achievers.

10,000 participants per season
800 participants per season
1120 participants per season
300 participants per season
65+ boardriders clubs
10,000 participants per season
800 participants contesting 60 National Titles
Over 2000 participants annually
350 attendants annually
2019 AUSTRALIAN SURF CHAMPIONSHIPS

- Dates: 9th – 26th August, 2019
- 5 National Titles disciplines
- 18 day period
- Over 40 divisions / National Title winners
2019 EVENT DATES

9th August
OPENING CEREMONY
(INCLUDING WELCOME TO COUNTRY BY JURAKI)

10th – 17th
LONGBOARD

18th
ADAPTIVE

19th-23rd
SHORTBOARD

24th-26th
BODYBARD
COMPETITORS

162
SURFMASTERS

214
LONGBOARD

63
LOGGER

96
BODYBOARD

25
ADAPTIVE

560 TOTAL COMPETITORS
COMPETITOR BREAKDOWN

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EDUCATION COURSES

- Level 1 Coaching Course Program
- Level 1 Judging Course Program
- Surfer’s Rescue 24/7
COMMUNITY INVOLVEMENT

- SAE Group (Naming Rights Partner)
- Cabarita Boardriders Club (club does BBQ’s to raise funds for club) + wildcard entries into events
- Cabarita Longboard Club (club does BBQ’s to raise funds for club) + wildcard entries into events
- Surfing NSW
- North Star Holiday Park (including Ripples Café for catering)
- Juraki (Indigenous community)

NEW-LOOK 2019 EVENT

- New branding for 2019 event – Australian Surf Championships
- Seeded format to be integrated into 2019 event to increase participation
- 100 more competitors than 2018 event
- Prize Money for Open Men’s and Women’s division
- Adaptive Titles new to event
CONTENT PRODUCTION

CONTENT INCLUDES:
- 5 x 1 min clips (1 per discipline)
- 1 x 3-4 min overall event wrap clip
- VNRs

BRAND INTEGRATION:
- Logo included in content graphics
- Integration into social media + social media handles reinforcing brand positioning
- Access to all content created for your own marketing usage
**Surfing Australia TV**

Surfing Australia TV is a monthly, half-hour program broadcast on Channel 9 + repeats on GO! and Fox Sports that showcases the organisation's many different programs from junior development, through to elite athlete coaching, event management and industry education.

Surfing Australia TV airs on the third weekend each month.

**mySURF.tv**

mySURF.tv is Surfing Australia’s new digital content platform, and its purpose is to inspire and engage through sharing stories of the surfing lifestyle.

mySURF.tv generates approximately 1.5 million video views per month.

**Surfing Australia platforms**

Platforms, on average, reach 45,000+ users per month and more than 210,000+ page views per month.

**The mySURF.tv weekly EDM**

is distributed every Wednesday to 16,000+ Members

Open Rate = 11.13%
CTR = 17.91%

**The Weekly Wave**

is an EDM distributed every Thursday to 17,500+ Members

Open rate: 12.56%
CTR: 6.03%

**Facebook**

SA: 157,752
mySURF.tv: 159,848
HPC: 20,989
SurfGroms: 2,107
ASA: 782
TOTAL: 350,199

**Instagram**

mySURF.tv: 124,302
SA: 64,983
HPC: 20,989
SurfGroms: 2,107
ASA: 782
TOTAL: 213,163

**Twitter**

SA: 9,325

**Youtube**

TOTAL: 3,609

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**Content to feature on SA social channels**

Event wrap clip to feature on SA TV

**Event wrap clip feature on mySURF.tv**

**Event wrap clip feature on SA TV**

** Figures still to come**

**BRAND FEATURES ON SA.COM**

**Bracket feature on sa.com**

**Bracket feature on sa.com**

**Audience per month: 125k+**
Reach per month: 267k+

**Monthly reach: 1.5M**

**Page views per month: 210k**

**Readership per month: 64k**

**Readership per month: 70k**

**Content to feature in Weekly Wave EDM**

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BENEFITS

- Host Council rights to event
- Support Partnership rights to the Australian Surf Festival
- Partner representation on all event collateral
- Signage and branding opportunities
- Logo on all event marketing collateral
- Inclusion in event digital content production and distribution
- PR + photography service each day of the event
- Mass broadcast on SA TV on Channel 9 + repeats on GO!
- Comprehensive event report
1. Host Australia's longest running surfing event
2. Continue bringing Australia's best to the Tweed
3. Cement NSW as the home of Australian surfing

Cost + Term
$30k + GST p.a.
2019 Event
THANK YOU